

# Are you still reacting or already acting?

A maturity model for success in work management

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17,000+

customers have taught us a lot



Some companies  
organise their work  
like this ...



Others manage to do  
so without the  
chaos...



What do they  
do differently?



# We Are Living in A Changing Era

On-Demand  
Economy

Automation

Digital  
Proliferation

Rise in Remote  
Workers

# Digitalisation in APAC

# 25%

According to Bain & Company, the average company **loses more than 25% of its productive power to organizational drag**, processes that waste time and prevent people from getting things done.



# The Wrike Way

The Maturity Model for  
Work Management

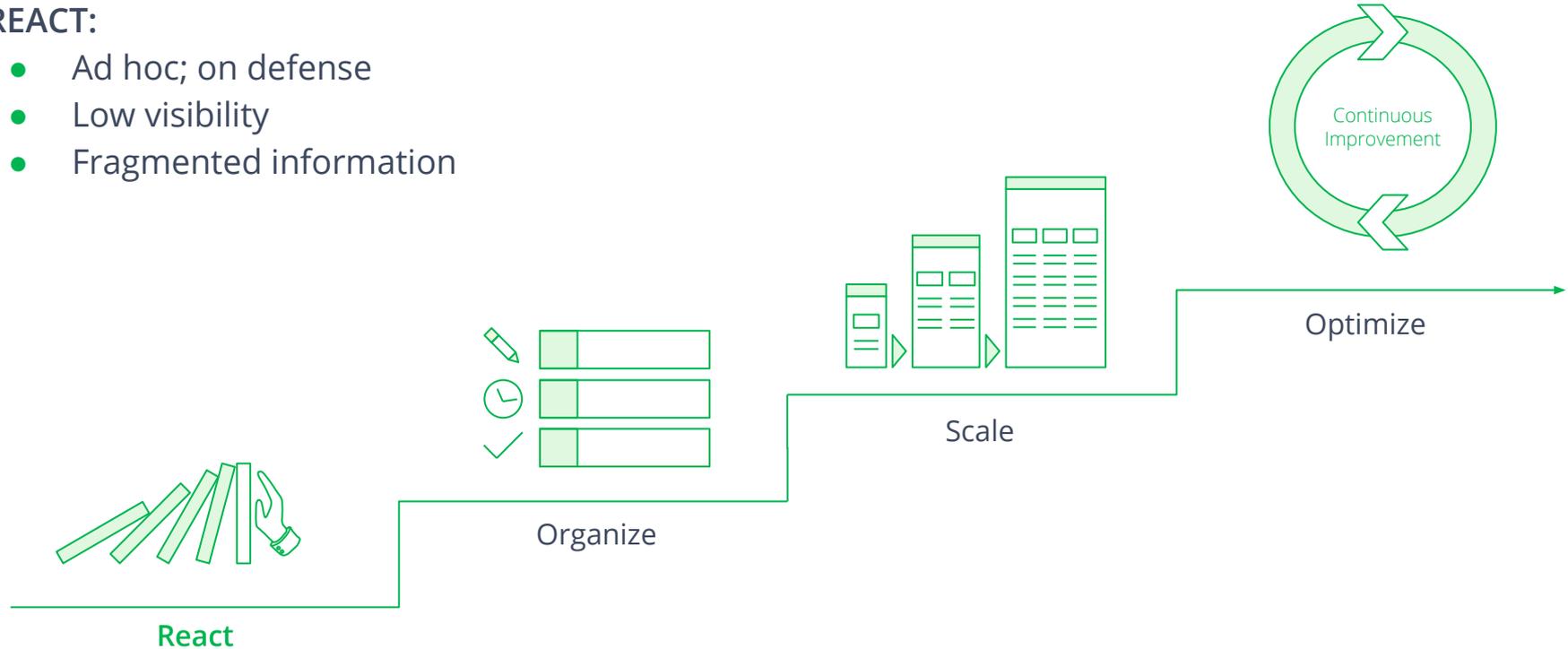
Success



# Starting Point: React

## REACT:

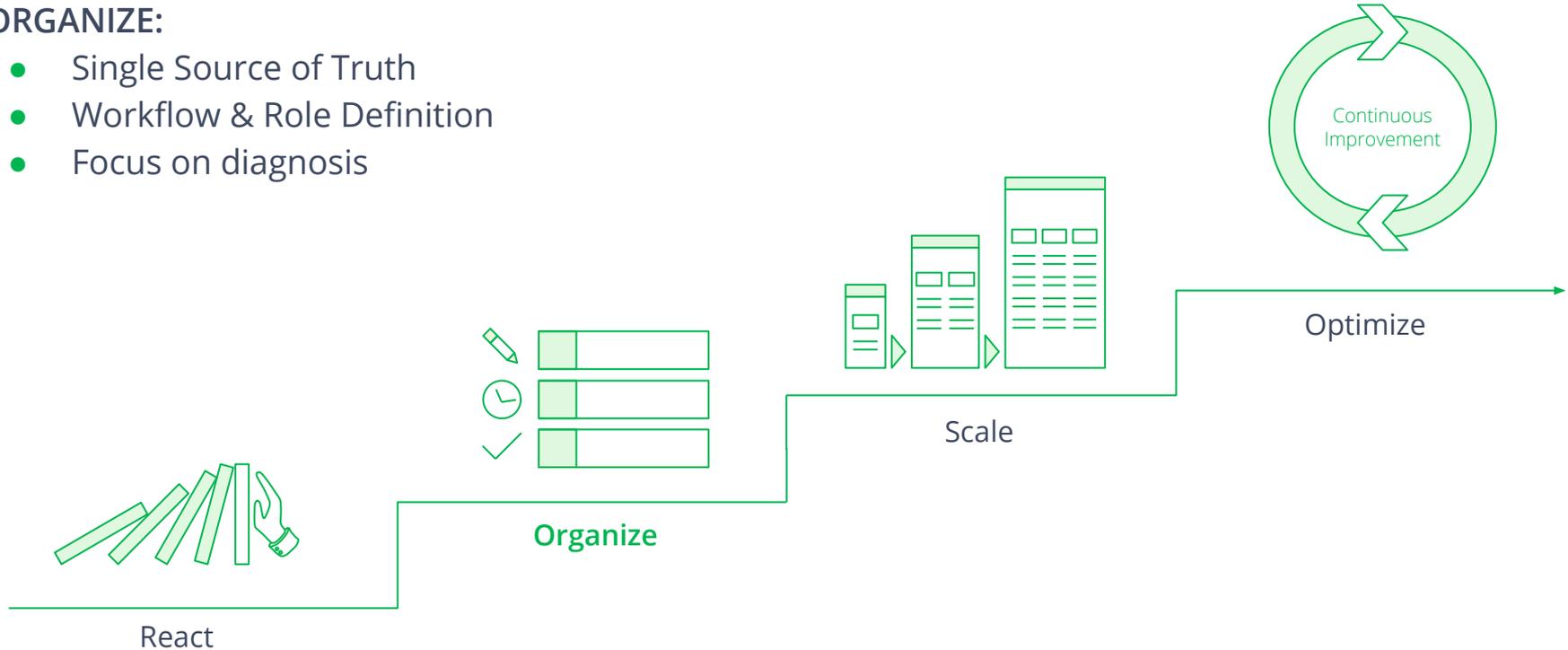
- Ad hoc; on defense
- Low visibility
- Fragmented information



# Phase 1: Organize

## ORGANIZE:

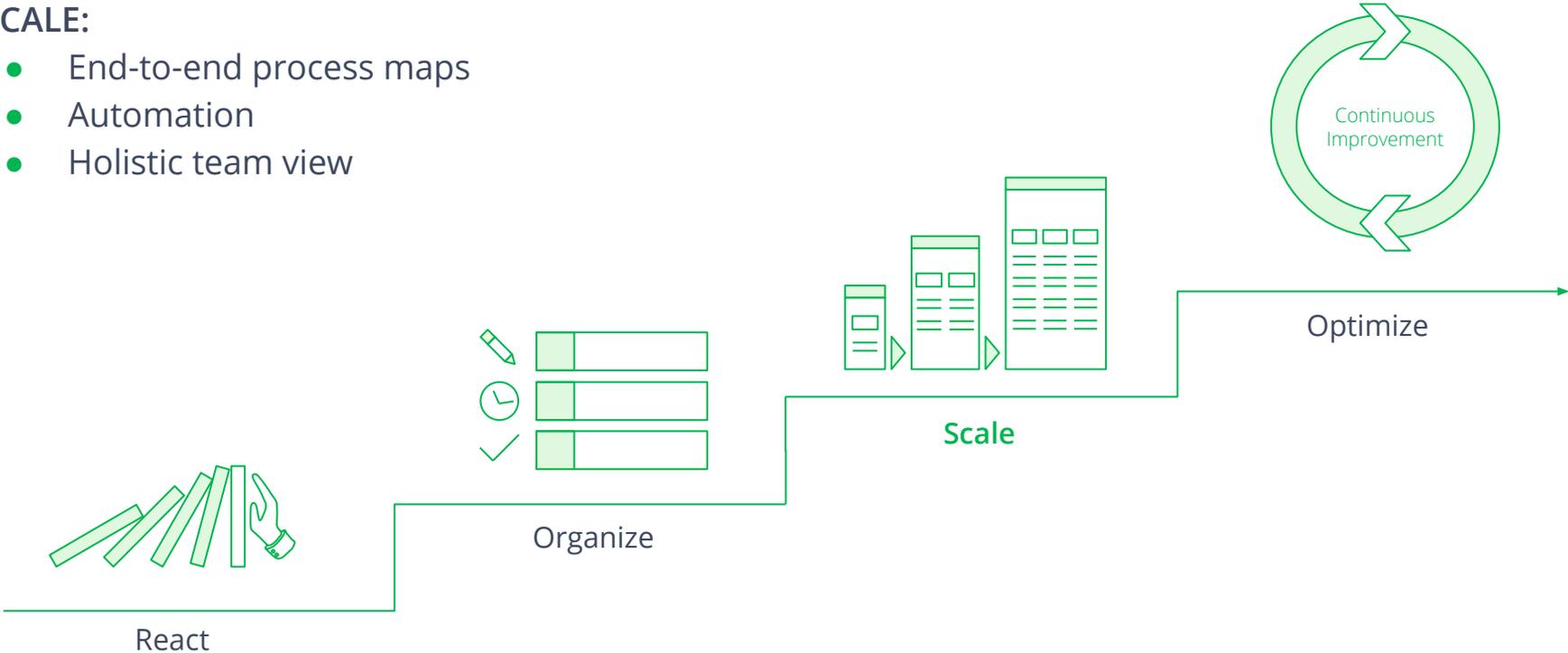
- Single Source of Truth
- Workflow & Role Definition
- Focus on diagnosis



# Phase 2: Scale

**SCALE:**

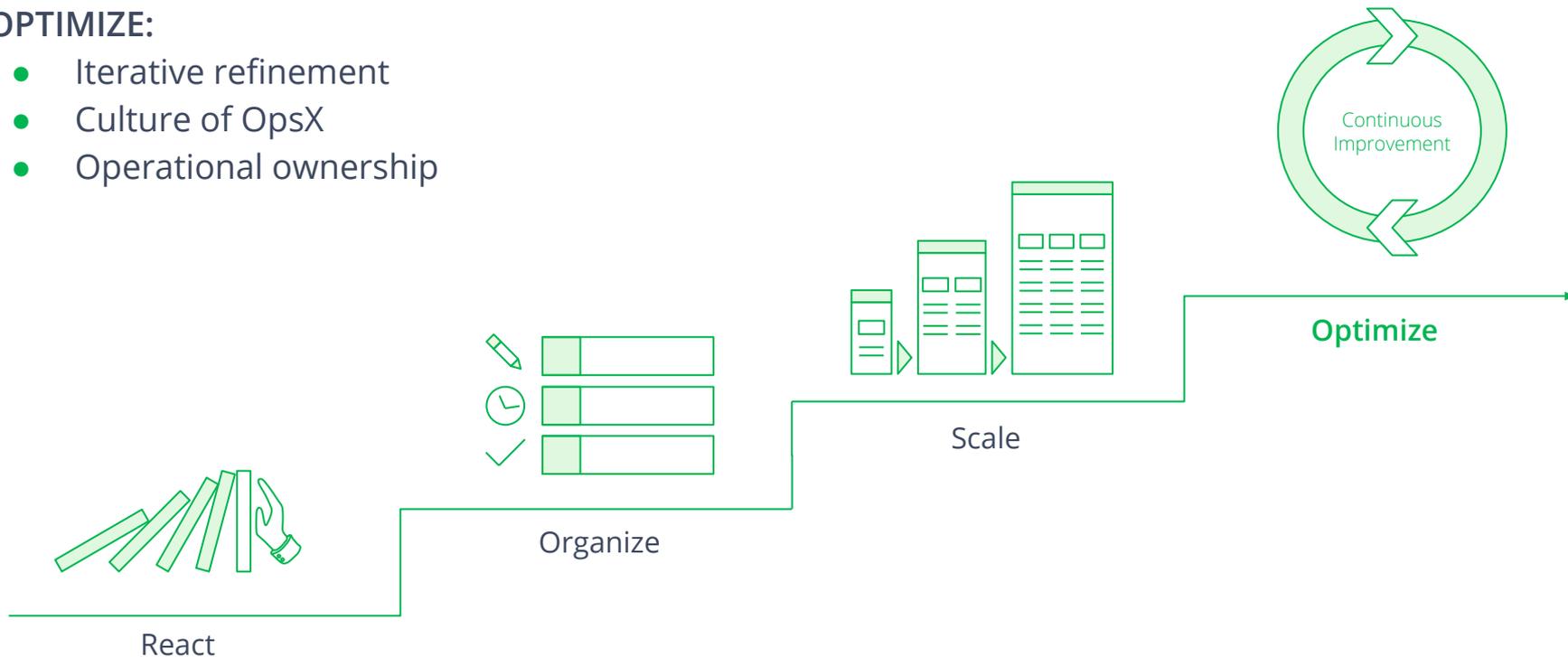
- End-to-end process maps
- Automation
- Holistic team view



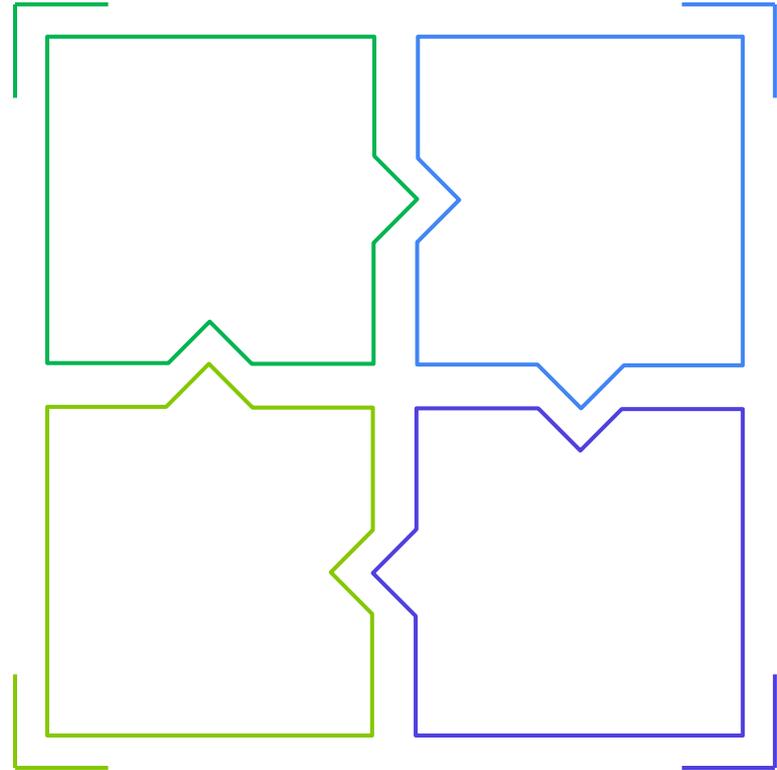
# Phase 3: Optimize

## OPTIMIZE:

- Iterative refinement
- Culture of OpsX
- Operational ownership

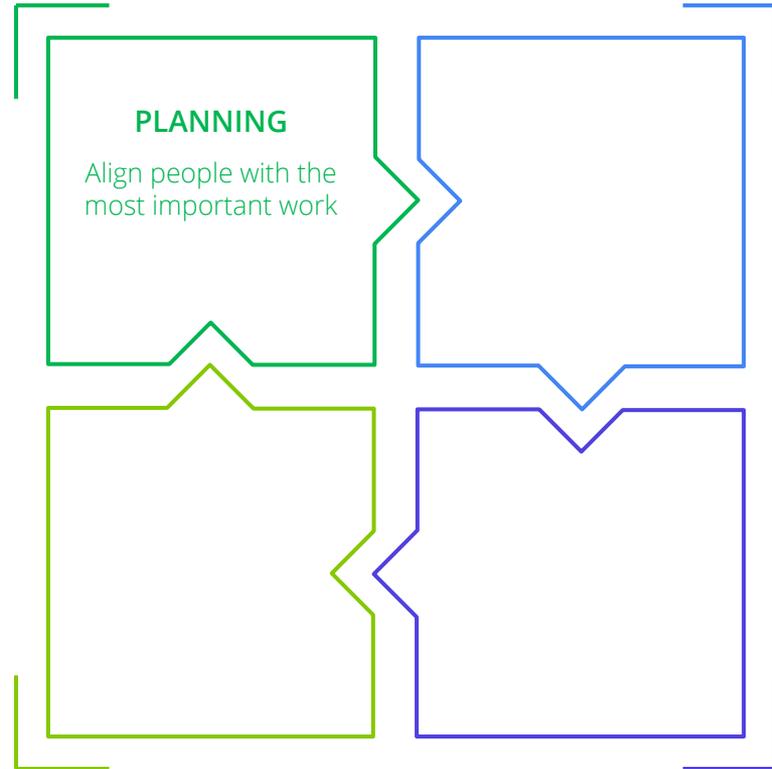


# There are Keys to Operational Excellence



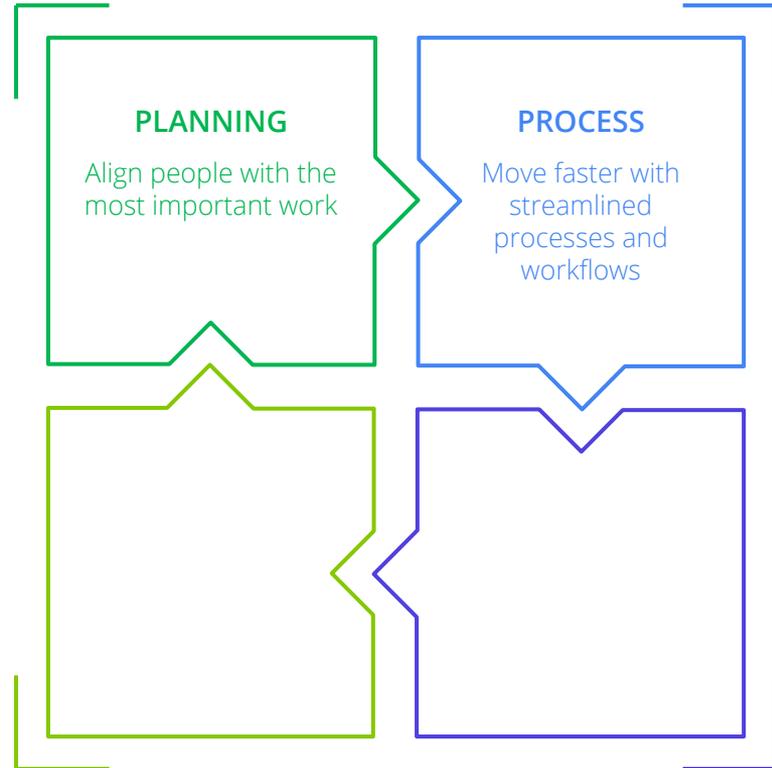
# Planning

- Understand your work before it starts
- Stakeholder buy-in
- Timing & quality
- Emphasis on **predictability**



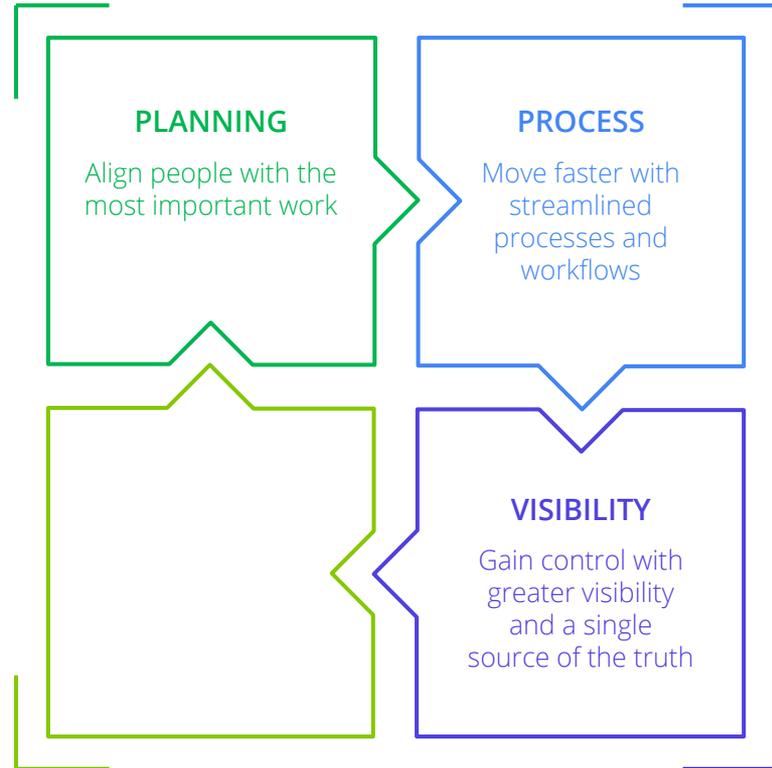
# Process

- Define steps and roles
- Understand how & where work moves
- Responsiveness to changes
- Emphasis on **agility**



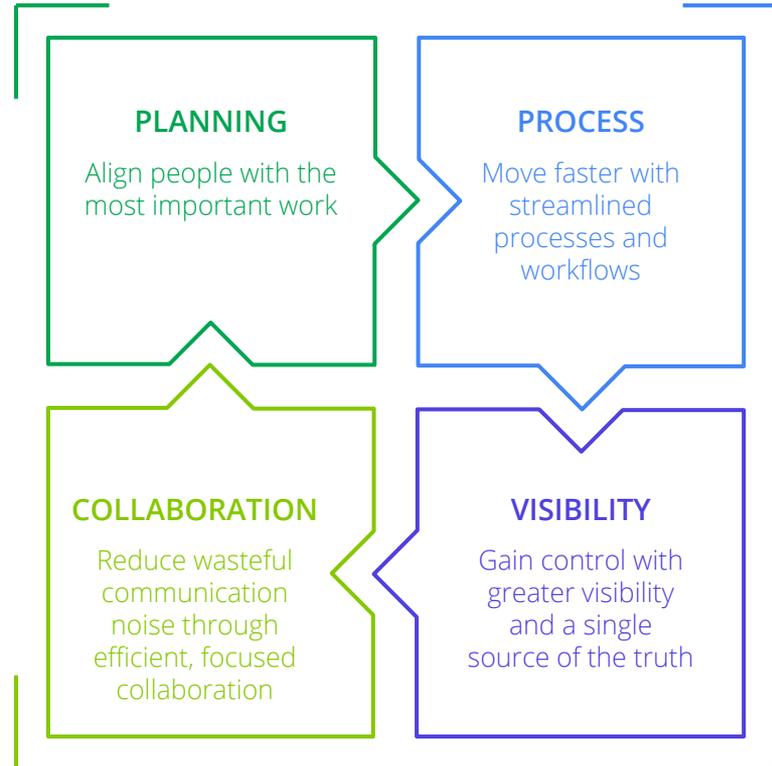
# Visibility

- Single Source of Access
- Rapid location & use
- Appropriate amounts of data
- Emphasis on **velocity**

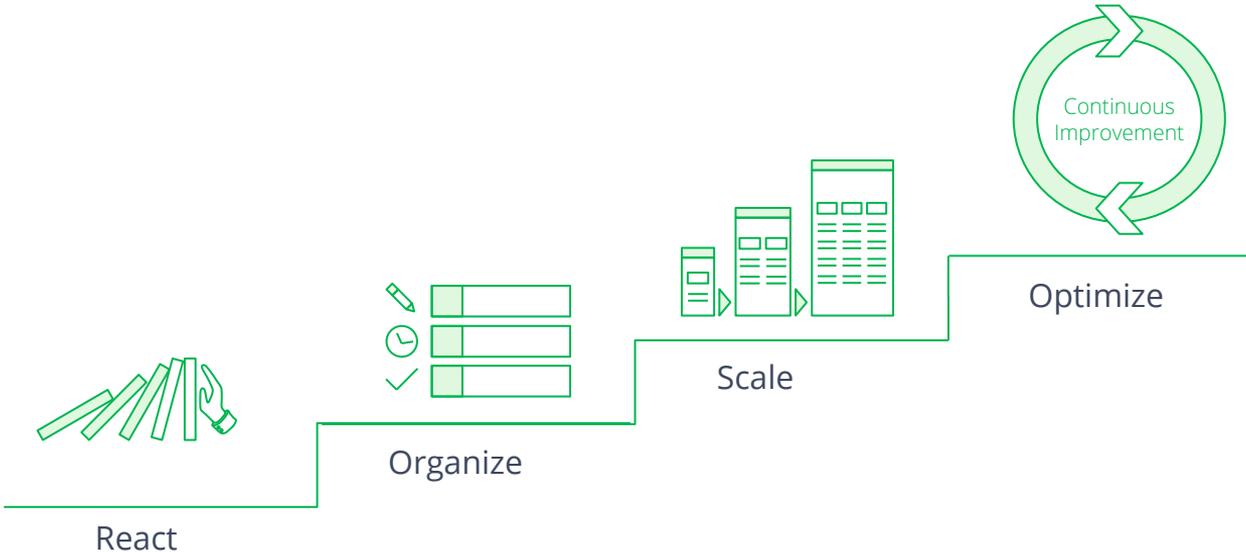
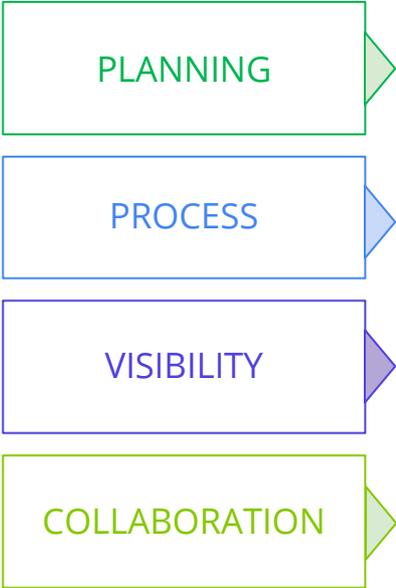


# Collaboration

- Clearly defined responsibilities
- Single Version of Truth
- Open communications
- Emphasis on **transparency**



# Bringing it All Together



# 4 Keys and 3 Stages of The Wrike Way

	React	1. Organize	2. Scale	3. Optimize
PLANNING				
PROCESS				
VISIBILITY				
COLLABORATION				

# 4 Keys and 3 Stages of The Wrike Way

	React	1. Organize	2. Scale	3. Optimize
PLANNING		All work captured in one system		
PROCESS				
VISIBILITY				
COLLABORATION				

# 4 Keys and 3 Stages of The Wrike Way

	React	1. Organize	2. Scale	3. Optimize
PLANNING		All work captured in one system	Pre-work planning stage; workload balanced	
PROCESS				
VISIBILITY				
COLLABORATION				

# 4 Keys and 3 Stages of The Wrike Way

	React	1. Organize	2. Scale	3. Optimize
PLANNING				
PROCESS	Ad hoc work intake; unclear roles & responsibilities			
VISIBILITY				
COLLABORATION				

# 4 Keys and 3 Stages of The Wrike Way

	React	1. Organize	2. Scale	3. Optimize
PLANNING				
PROCESS	Ad hoc work intake; unclear roles & responsibilities	Critical moves scripted, increased accountability		
VISIBILITY				
COLLABORATION				

# 4 Keys and 3 Stages of The Wrike Way

	React	1. Organize	2. Scale	3. Optimize
PLANNING				
PROCESS				
VISIBILITY		Project info, dialogue is centrally located & accessible		
COLLABORATION				

# 4 Keys and 3 Stages of The Wrike Way

	React	1. Organize	2. Scale	3. Optimize
PLANNING				
PROCESS				
VISIBILITY		Project info, dialogue is centrally located & accessible	Meetings focus on actions, decisions, and goals - not review	
COLLABORATION				

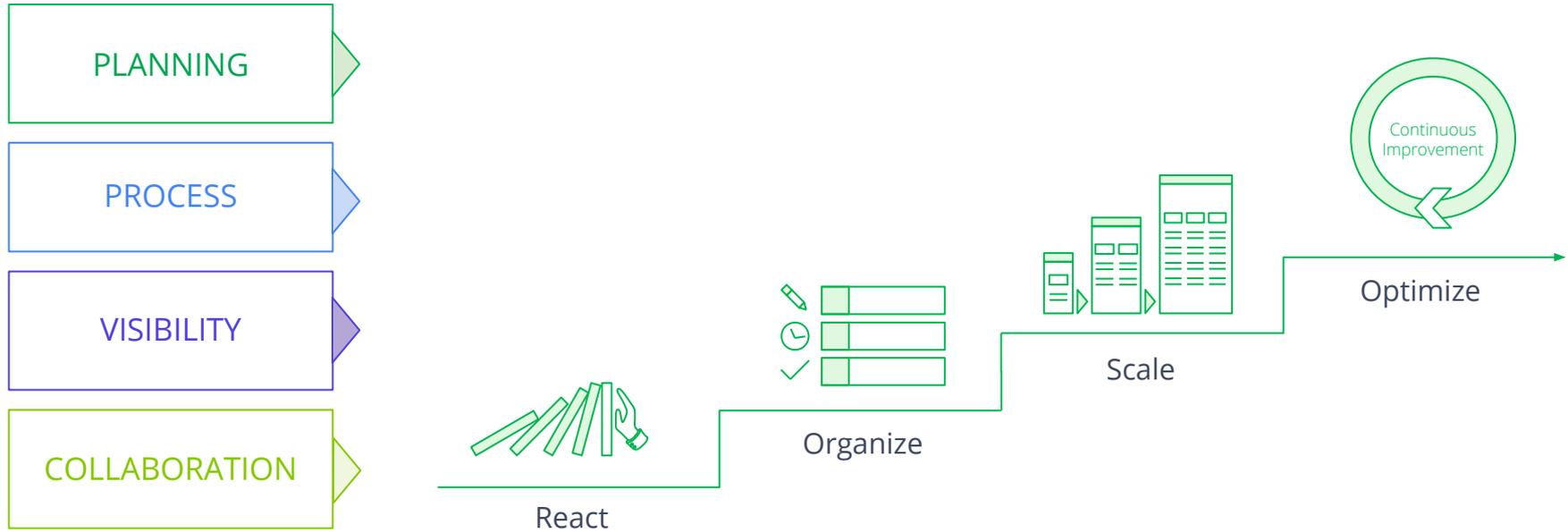
# 4 Keys and 3 Stages of The Wrike Way

	React	1. Organize	2. Scale	3. Optimize
PLANNING				
PROCESS				
VISIBILITY				
COLLABORATION	Over-reliance on meetings & 'syncs'			

# 4 Keys and 3 Stages of The Wrike Way

	React	1. Organize	2. Scale	3. Optimize
PLANNING				
PROCESS				
VISIBILITY				
COLLABORATION	Over-reliance on meetings & 'syncs'	SSOT, proactive searching enabled		

# The Maturity Model



# Challenges to Reaching Maturity



Team  
Culture

Leadership  
Adoption

Premature  
Automation

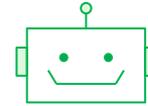
# Change your work, Change your results



**Organise & Define**  
work Process Clearly



**Maintain** a single  
source of truth



**Automate**  
repeatable work



**Identify** hidden work,  
bottlenecks and  
blockers



**Focus** on important  
work



**Collaborate** efficiently  
and reduce chaos

Wrike's Mission is to make teams  
insanely productive

